



**EFFECTIVENESS OF PROMOTIONAL TOOLS
AND BEHAVIORAL INTENTION OF TOURIST
TOWARDS MELAKA RIVER CRUISE (MRC)**

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“DECLARATION OF ORIGINAL WORK”

I, ABD HADI B ZAINUDIN, (I/C Number: 840828-04-5287)

Hereby, declare that,

1. This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.
2. This project paper is the result of my independent work and investigation, except where otherwise stated.
3. All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:_____.

Date:_____.

LETTER OF SUBMISSION

04 November 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
University Teknologi MARA
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled **“EFFECTIVENESS OF PROMOTIONAL TOOLS AND BEHAVIORAL INTENTION OF TOURIST TOWARDS MELAKA RIVER CRUISE (MRC)”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

The main purpose of this study is to see how effectiveness of the promotional tools and behavioral intention of tourist towards the Melaka River Cruise (MRC). This research has been done in Melaka town area. The problem that face by the company in determining the effectiveness or the suitable promotional tools that can help them increase the Melaka River Cruise (MRC) customer come to get their service.

The first objective of this study is to determine level of intention to use Melaka River Cruise (MRC) to people that come to the Melaka area target customers. The second objective of this research is, to rank promotional mix element that contribute intention to use Melaka River Cruise (MRC). The next objective of this study is to determine the most effective promotional tools that can be used by the Melaka River, and Coastal Development Corporation and Melaka River Cruise (MRC). And the last objective of this study is to identify the solution or recommendation in improving promotional tools in creating customer intention to use Melaka River Cruise (MRC).

For the research methodology, researcher used Exploratory and Descriptive Research in conducted this research study. The populations in this study were the people that come around the Melaka town area. In this study researcher was

decide to use Convenience Sampling which is a Non Probability Sampling Technique that attempt to obtain a sample of convenient elements. The number of respondent for this research is 120 for this study, the researcher will use primary data and secondary data in order to collect data from the sample. The technique for collecting data is by using the questionnaire

As a results, there is no relationship or not significant between the independent variable (performance expectancy, effort expectancy, social influences, and facilitating condition) with the dependent variable (behavioral intention). For the effectiveness of promotional tools is, sakes promotion represent as a the most effective promotional tools, followed by the exhibition, personal selling, direct marketing and so on. The (PPSPM) should take any appropriate strategies to encourage tourist's intention to use Melaka River Cruise (MRC)

Keywords: Effectiveness, promotional tools, behavioral intention.

Paper type: Research Paper